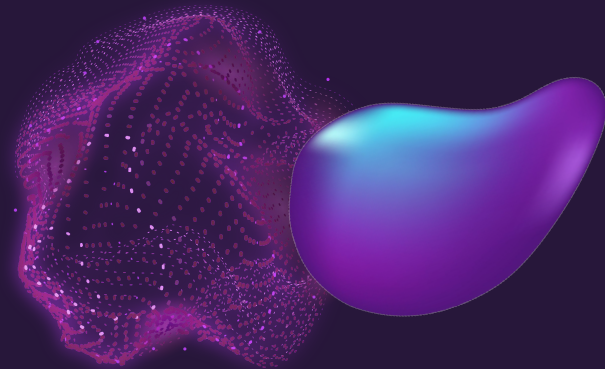# Machine Learning (ML)

Research Questions

Group 157

Key Research Questions for Bank Churn Prediction

RQ 1:

Which customer attributes are the strongest predictors of churn?

RQ 2:

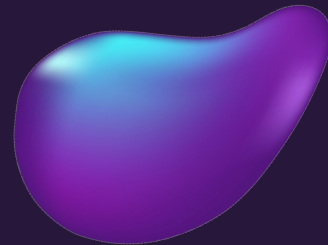How do transaction patterns relate to churn probability?

Why?

- Identifying key customer attributes helps banks recognize at-risk customers and improve retention strategies

- Understanding how spending behavior signals churn risk.

- Personalizing services based on churn predictors gives a higher customer satisfaction and loyalty

- Detecting unusual transaction behavior can prevent fraud and identify disengaged customers

- Sudden changes in transactions can serve as early warning signs of potential churn

- Retaining customers is more cost-effective than acquiring new ones which saves the banks money

THANK YOU.